

A selective calling receiver includes first and second tables and a control section. The first table stores in advance setting information for automatically stopping sound generation and switching to another alert operation. The second table stores in advance setting information for continuous sound generation. The control section generates an alert instruction determined on the basis of the setting information stored in the first table or that stored in the second table in response to a received radio signal containing an ID number. A method of switching the alert operation of the receiver is also disclosed.